

MyGaming welcomes nine new partners

 By [Vicky Sidler](#), issued by [Broad Media](#)

6 May 2016

[MyGaming.co.za](#) has shown excellent readership growth after appointing a new editorial team, and has announced its new advertising partners to drive the website forward.



In April MyGaming.co.za received a new editorial team, with Jan Vermeulen serving as editor, and new journalists Jamie McKane and Ryan Brothwell joining him as journalists.

Their impact was immediately felt, and through great content MyGaming increased its readership by 87% last month.

According to the latest Effective Measure statistics, MyGaming attracted 74,000 unique South African browsers in April.

The Effective Measure statistics further revealed who MyGaming's readers are: males between the ages of 20 and 44, with high disposable income.

This is a very attractive market for advertisers, and it is no surprise that many companies have partnered with MyGaming to reach this market.

MyGaming's new advertising partners are ASUS, Gigabyte, MSI, Showmax, Uniterm Direct, Pinnacle, MWEB, Damelin, and Cybersmart.

For more information about partnering with MyGaming, contact Cara Muller: cara@mybroadband.co.za

ABOUT VICKY SIDLER

Writing content for key businesses in the South African technology sector, including Telkom, Vodacom, Samsung, LG, BMW, and many more. Also representing MyBroadband at press briefings and media events.

■ MyGaming welcomes nine new partners - 6 May 2016

[View my profile and articles...](#)

- **How a top 5G provider rapidly grew its subscriber base in South Africa** 18 Apr 2024
- **Build your brand on Daily Investor with thought leadership articles** 9 Apr 2024
- **MyBroadband 2024 Cloud Conference - Sponsor South Africa's most popular cloud event** 2 Apr 2024
- **Why top South African companies sponsor Business Talk** 26 Mar 2024

[Broad Media](#)

BROADMEDIA

Broad Media is South Africa's leading independent online media company. Broad Media owns South Africa's largest business and technology publications - BusinessTech and MyBroadband, as well as motoring website TopAuto.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>